

WOW! Brands



Nicholas Hall's
CHC REPORTS

Case Studies of the Brightest & Best Consumer Health Brands

This collection of in-depth case studies profiles the fastest-growing, most successful and innovative brands from across the consumer health world. Detailed profiles dive into the success factors that set each brand apart, from marketing strategies to NPD, and evaluate the key lessons to be learned.

Profiled brands include:

**CeraVe • Dulcolax • Lumify • Natrol • Olly • Omni-Biotic
Thorne • ZzzQuil • Xyzal • & more**

oven fabric

WOW! brand n.

a brand boasting dynamic sales growth over several years which marks itself out from competitors with a clear identity and by excelling in selected areas including marketing, NPD and digital strategy; a brand which makes analysts and fellow marketers say "WOW!"

wow v.
excite to enthusiastic admiration
approval

WOW! Brands digs into the story behind the performance of each brand, with particular attention given to growth drivers ranging from NPD to A+P, e-commerce to use of social media. Brands' sales are evaluated in key charts, with regional analysis, a focus on key markets and a look at potential for expansion. Evaluating the success factors that have led these brands to stand out from the competition, the report draws out the key learnings in each case study.

Each profile covers the following areas:



Brand Story



Sales Performance



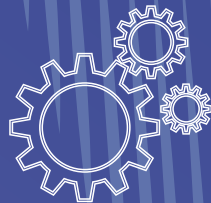
Geographic Analysis



NPD & Innovation



Marketing Highlights



Digital Strategy



E-commerce



Prospects & Opportunities

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